6 SEM TDC A & SP 2 (Sp)

2 0 1 4

(May)

COMMERCE

Course : 602

(**Advertising** and Sales Promotion)

(Speciality)

Full Marks : 80
Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer the following as directed :   1×8=8

(a) The aim of advertisement is to promote
sales of a product.

(Write True or False)

(b) AIDA model was developed in the year

(i)   1920

(ii) 1921

(Choose the correct option)

(c) Pull strategy is useful for

    (i) consumer goods

    (ii) industrial goods

            (Choose the correct option)

(d) Feedback is the —— of communication from the consumer to marketer.

    (i) direct flow

    (ii) reverse flow

            (Choose the correct option)

(e) Sales promotion refers to —— efforts.

    (i) personal

    (ii) other than personal

            (Choose the correct option)

(f) A push promotion blend emphasises

    (i) personal selling

    (ii) impersonal selling

            (Choose the correct option)

(g) Painted displays refer to —— media.

    (i) prey

    (ii) outdoor

            (Choose the correct option)

            (Continued)

(h) Advertising is a medium of

    (i) personal sales efforts

    (ii) impersonal sales efforts

           (Choose the correct option)

2. Write short notes on any *four* of the following :   4×4=16

  (a) Ethical Aspects of Advertisement

  (b) Advertising Appeals

  (c) Outdoor Media

  (d) Internet as a Method of Advertising Media

  (e) Development of Advertising Programme

3. (a) What do you mean by marketing communication? Describe briefly the process of communication in marketing.

              3+8=11

Or

  (b) What do you mean by communication mix? Explain the factors that influence the promotional mix in advertising.

              3+8=11

4. (a) Explain the benefits of advertising to manufacturers, customers and community.   11

Or

(b) "Money spent on advertisement is wasteful." Do you agree? Give reasons.

5. (a) Define creative advertising. Discuss in brief the different creative aspects of advertising. 3+8=11

Or

(b) What is advertising media? Explain the merits and dements of various indoor advertising media. 3+8=11

6. (a) Write notes on the following : 6+6=12

    (i) Roles of Advertising Agency

    (ii) Types of Advertising Agency

Or

(b) Explain the need of advertising department. How would you access the effectiveness of an advertising department? Explain. 6+6=12

7. (a) State the different types of sales promotional scheme. Explain the limitations of sales promotion. 6+5=11

Or

(b) What is sales promotion? Why do marketers need sales promotion? 3+8=11

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